

Business Modeling and Design

We believe our job is to help facilitate the best business model and design possible. Whether a company is a small start up or a large established organization, business design is a critical part of the businesses success. When a company designs a new product, service, or experience, it is effectively re/designing its business. When done well, the business design iterative process creates offerings that inspire organizations, enhance culture and rouse clients. We want to be there to help! However, much like your awesome best friend who is fun to be with, just not all the time – we don't want to be a third wheel! Our goal is to help a company be successful, on their own. As such our model is to work through projects with our clients, vice long term contracts.

SO, HOW ARE WE DIFFERENT FROM OTHER CONSULTANTS?

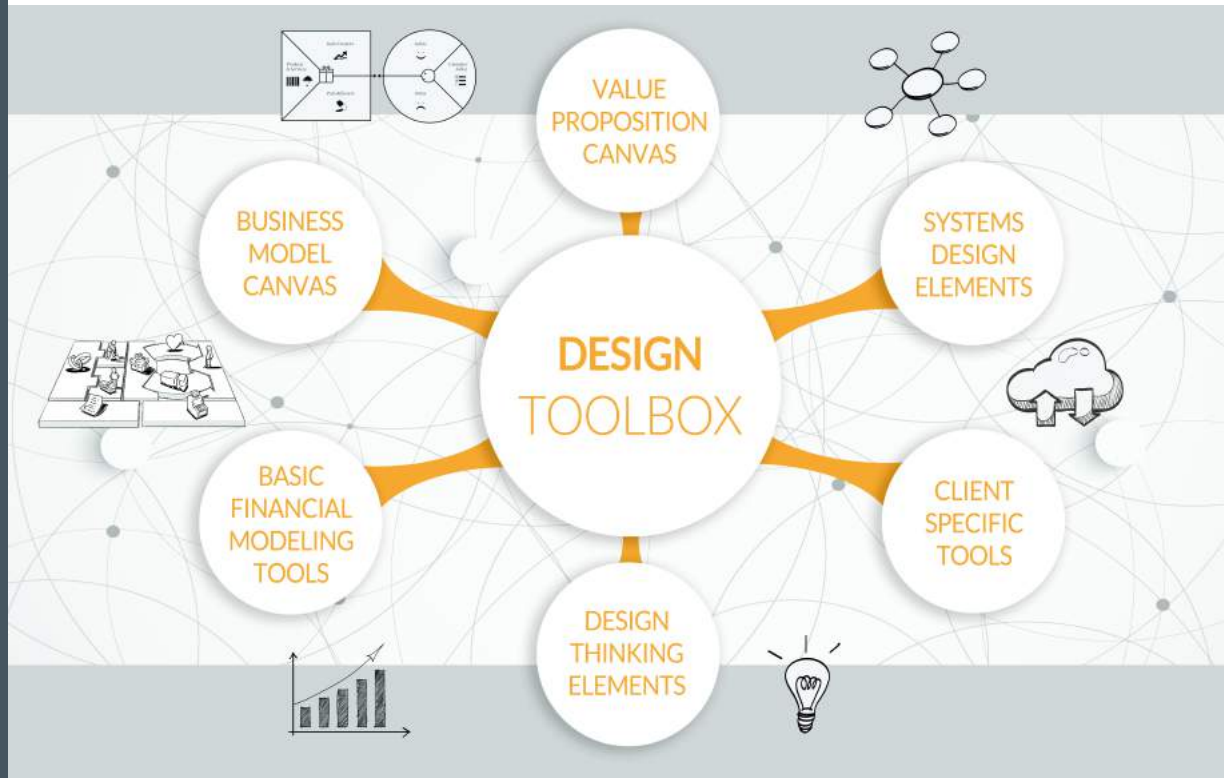
We have been both leaders and consultants. We have worked in a wide variety of industries and have very broad experience in leading and doing business around the world. We have the imagination of consultants, the interest in speed of entrepreneurs, and the experience as senior business executives and leaders in companies ranging from small to Fortune 500. We use current, cutting edge thought in Business Design, but are grounded in the need to deliver quickly and provide tools and actionable outcomes that are relevant.

For more information on Business Modeling and Design or any of our products or services please visit us on the web at: www.preting.com

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WHO DO WE WORK WITH?

Any company or organization that wants to realize new opportunities or potential, and is willing to redesign or reevaluate how they deliver value and are relevant to their customers or constituents:

Small-to-Mid Sized Companies: Evaluate their capabilities, products and services and develop new models and strategies for clients.

Venture Capital & Private Equity Firms: Evaluate start-ups potential or companies for acquisition, determine business model fit to market.

M&A Firms: Evaluate business models for a target company and the acquiring company – and create a post investment model.

Non-Profit Organizations: Johns Hopkins University, Carey School of Business – teaching business modeling and design to consultants and entrepreneurs.

MAPPING THE MODEL

The business model and financials must tell the same story. As such we can work through some basic financial modeling tools to get a rough financial picture for a business model.

The intent of this process isn't to create detailed models to present to your banker, but rather to see if what you created makes sense for an estimated budget or current business operation.

This is a way to bring a tangible and testable environment to the business modeling process. If the two stories don't match – it is back the drawing board, literally.

